

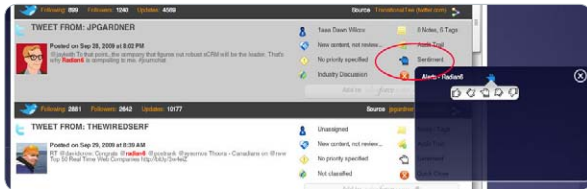


Find Your Brand Evangelists

We all want to know who loves us most, right? After all, we know that our passionate brand advocates are the ones that will refer business to us, tell their friends about us, buy more stuff from us and even defend us in the face of criticism. So just how do you find them?

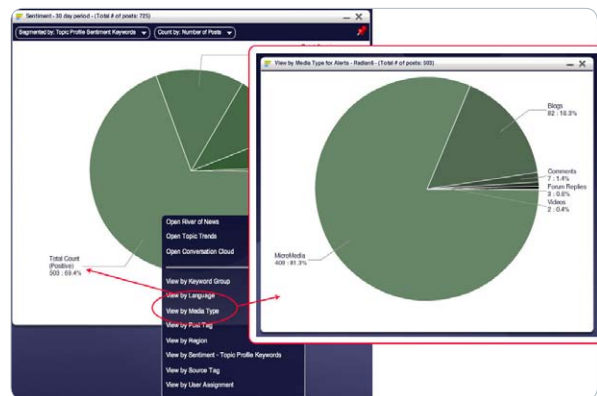
Listen, listen, and listen some more.

Once you've set up your brand-focused topic profile in Radian6, you'll start tracking the sentiment for each post that comes across your River of News.



Over your first 30 days, hopefully you'll have a solid selection of posts that are positive, and you can start by creating a topic analysis widget on your profile, and sorting by sentiment. Then, take the positive

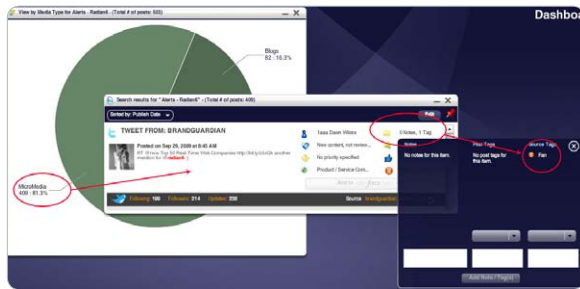
segment, and have a look by media type to see where the happy campers are hanging out:



Are they on Twitter? Is the blogosphere all abuzz with how fantastic you are? Are the forums where everyone is singing your praises? You'll know just where to target and focus your engagement and outreach efforts if you want to cultivate your advocates and understand what they love about you so much. Want to take it a step further? Use the source tags to identify your advocates.

Maybe your fans are the foundation for your new community, or a grassroots brand effort online. Perhaps they're the ones to help you with your next fundraiser. In any case, finding even a handful of them could be a connection into new networks and valuable relationships to build, based on the trust and affection you've already established with the fans of your brand.

Once you've had Radian6 help you locate them, the possibilities are endless.



Then, set up a River of News and filter by your newly tagged advocates, and set up a new As It Happens alert. Now, when your biggest fans are saying stuff about you, you'll be the first to know (and the first to know who they're talking to)!

